

News Release

Strategic Storytelling: The Art of Being Understood When It Counts

By Elizabeth Tollefson on Wednesday, March 22, 2017

Retired Maj. Gen. Mari K. Eder will speak on Strategic Storytelling: The Art of Being Understood When It Counts on Tuesday, April 4, at 12:30 p.m. in Kiehle Auditorium, at the University of Minnesota Crookston.

Major Eder is a dynamic and engaging speaker that draws on more than 35 years of high-level public affairs and innovative leadership experience in the U.S. Army and private sector to help audiences understand how to develop life-changing strategic communication and storytelling skills. The "Pixar Pitch" and the 2016 Presidential Election are just two of the real-life examples she will discuss to show just how crucial good communications skills can be for everyone.



Veterans and potential veterans will have a special meeting with Maj. Gen. Mari K. Eder at 9:30 a.m. in the Prairie Room. Sargeant Student Center. For information, contact Rutherford Johnson at 218-281-8191. This presentation is sponsored by the Business Department as part of their Distinguished Speaker Series and by Concerts and Lectures at the University of Minnesota Crookston.

The University of Minnesota Crookston now delivers 34 bachelor's degree programs, 22 minors, and 40 areas of emphasis on campus as well as 14 degree programs entirely online. These degrees are offered in the areas of agriculture and natural resources; business; liberal arts and education; and math, science and technology. With an enrollment of 1,800 undergraduates from more than 20 countries and 40 states, the Crookston campus offers a supportive, close-knit atmosphere that leads to a prestigious University of Minnesota degree. "Small Campus. Big Degree." To learn more, visit www.umcrookston.edu.

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